

# **The Hollywood Media District Business Improvement District**

## **Quarterly Report January - March 2013**

**Presented By:**

**The Hollywood Media District Business Improvement District**

**Prepared By:**

**Susan Levi & Associates, Inc.  
13029 A Victory Blvd., #319  
North Hollywood, CA 91606  
818 780-9100 phone  
818 780-9104 fax**

**The Hollywood Media District BID**  
**First Quarter Report**  
**January - March 2013**  
**Page 1**

**Public Safety:**

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the operation and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone, internet, water cooler, utilities, business cards, holiday bonuses and LADWP Outdoor Security Lighting Program. These expenses totaled one thousand five hundred eighty one dollars and eighty five cents (\$1,581.85).

The costs associated with the patrol vehicle included: gas, maintenance, registration and insurance at a cost of four thousand nine hundred fifty six dollars and sixty nine cents (\$4,956.69).

In this quarter, the BID incurred a total of one hundred sixty two thousand two hundred two dollars and fifty cents (\$162,202.50) for security services and six thousand nine hundred thirty seven dollars and sixty eight cents (\$6,937.68) in administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD's Hollywood Division in the amount of three thousand seven hundred and twenty dollars (\$3,720.00).

Total 1<sup>st</sup> quarter security expenditures were one hundred seventy nine thousand three hundred ninety eight dollars and seventy two cents (\$179,398.72).

**Maintenance:**

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

Total 1<sup>st</sup> quarter maintenance expenditures, including the Hollywood Beautification Team services, tree pruning, uniforms and administrative expenses, and median repairs were fifty two thousand four hundred eighty eight dollars and eighty five cents (\$52,488.85).

**The Hollywood Media District BID**  
**First Quarter Report**  
**January - March 2013**  
**Page 2**

**Community Improvements:**

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. The BID contracted with Troller Mayer & Associates to prepare the construction drawings to submit for B permit approval. The funds for this program are to be paid from the original BID which was awarded the grant. There was an expenditure of twenty nine dollars and eighty cents (\$29.80) related to this project.

The BID installed holiday decorations and paid the balance due in the amount of six hundred dollars (\$600.00).

The BID distributed its quarterly newsletter at an expense of three hundred seventy one dollars and eighty four cents (\$371.84) including copying and postage.

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled six thousand three hundred dollars (\$6,300.00), as well as the administrative assistant, which totaled six hundred seventy eight dollars and forty eight cents (\$678.48).

Total 1<sup>st</sup> Quarter Improvements and Marketing expenditures were seven thousand nine hundred eighty dollars and twelve cents (\$7,980.12).

**Management:**

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax/DSL, payroll services, gas reimbursement, postage, annual Board Election, holiday bonus and taxes.

Total management expenditures for this quarter were twenty two thousand five hundred seventy six dollars and ninety cents (\$22,576.90).

In this Quarter, the BID received five hundred thirty thousand six hundred twenty five dollars (\$530,625.00) in assessments, seven hundred eighty seven dollars and two cents

**The Hollywood Media District BID**  
**First Quarter Report**  
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**Page 3**

(\$787.02) in accrued interest and fifty four dollars and four cents (\$54.04) in total money market interest

**Special Projects/Contingency:**

The BID paid the annual City/County collection fee in the amount of twenty one thousand one hundred sixty nine dollars and fifty five cents (\$21,169.55).

1:35 PM  
05/21/13  
Cash Basis

**Hollywood Media District Property Owners' Association**  
**Profit & Loss**  
January through March 2013

	Jan - Mar 13
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Property Tax Assessments	
Accrued Interest	787.02
Property Tax Assessments - Other	530,625.00
<b>Total Property Tax Assessments</b>	<b>531,412.02</b>
Interest Income	54.04
<b>Total Income</b>	<b>531,466.06</b>
<b>Expense</b>	
Security	
Internet	135.00
Business Cards	98.10
Cell Phone/Telephone	421.63
Patrol Car	
registration	128.00
Insurance	3,848.00
gas/maintenance	980.69
<b>Total Patrol Car</b>	<b>4,956.69</b>
Security Camera	3,720.00
Admin	5,774.58
Admin Assistant	1,163.10
Security Services	162,202.50
Security Lights	657.75
Utilities - Security Office	269.37
<b>Total Security</b>	<b>179,398.72</b>
Cleaning and Maintenance	
Admin	3,465.00
Admin Assistant	1,163.10
Cleaning and Maintenance - Other	47,860.75
<b>Total Cleaning and Maintenance</b>	<b>52,488.85</b>
Improvements and Marketing	
holiday decor	600.00
Newsletter	
Postage	180.00
Newsletter - Other	191.84
<b>Total Newsletter</b>	<b>371.84</b>
Admin	6,300.00
Admin Assistant	678.48
Community Improvement	
MTA Grant	29.80
<b>Total Community Improvement</b>	<b>29.80</b>
<b>Total Improvements and Marketing</b>	<b>7,980.12</b>
Management	
Internet Service	360.00
Payroll Service	484.02
Management Consulting	7,585.42
Assistant	6,687.60
Insurance - Health	1,435.32
Taxes - Payroll	1,217.44
Insurance	
Workers' Comp.	282.88
Insurance - Other	4,128.00
<b>Total Insurance</b>	<b>4,410.88</b>
Rent	95.40
Telephone	510.09
Postage/Messenger	46.00
Office Supplies	31.60
Meeting Supplies	213.13

1:35 PM  
05/21/13  
Cash Basis

**Hollywood Media District Property Owners' Association**  
**Profit & Loss**  
**January through March 2013**

	Jan - Mar 13
Management - Other	-500.00
Total Management	22,576.90
Special Projects	
City/County Collection Fee	21,169.55
Total Special Projects	21,169.55
Total Expense	283,614.14
Net Ordinary Income	247,851.92
Net Income	247,851.92

1:36 PM  
05/21/13  
Cash Basis

**Hollywood Media District Property Owners' Association**  
**Balance Sheet**  
**As of March 31, 2013**

	<u>Mar 31, 13</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Private Bank Checking	14,874.75
Private Bank MM BID II	<u>283,601.38</u>
<b>Total Checking/Savings</b>	<u>298,476.13</u>
<b>Total Current Assets</b>	<u>298,476.13</u>
<b>TOTAL ASSETS</b>	<u><u>298,476.13</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
Payroll Taxes Withheld	5,993.92
<b>Total Other Current Liabilities</b>	<u>5,993.92</u>
<b>Total Current Liabilities</b>	<u>5,993.92</u>
<b>Total Liabilities</b>	5,993.92
<b>Equity</b>	
Accumulated Fund Balance	44,630.29
Net Income	<u>247,851.92</u>
<b>Total Equity</b>	<u>292,482.21</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>298,476.13</u></u>





# **The Hollywood Media District Business Improvement District**

## **Quarterly Report April - June 2013**

**Presented By:**

**The Hollywood Media District Business Improvement District**

**Prepared By:**

**Susan Levi & Associates, Inc.  
13029 A Victory Blvd., #319  
North Hollywood, CA 91606  
818 780-9100 phone  
818 780-9104 fax**

**The Hollywood Media District BID**  
**Second Quarter Report**  
**April – June 2013**  
**Page 1**

**Public Safety:**

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the operation and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone, internet, signage, business cards, holiday bonuses and LADWP Outdoor Security Lighting Program. These expenses totaled one thousand one hundred ninety nine dollars and forty eight cents (\$1,199.48).

The costs associated with the patrol vehicle included: gas, maintenance, registration and insurance. A refund was received from the insurance carrier when the policy was switched. Total expenditures for this quarter were negative one thousand four hundred seventy one dollars and eight cents (\$-1,471.08).

In this quarter, the BID incurred a total of one hundred fifty five thousand three hundred sixty three dollars and thirty seven cents (\$155,363.37) for security services and seven thousand one hundred thirty one dollars and fifty three cents (\$7,131.53) in administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD's Hollywood Division in the amount of three thousand seven hundred and twenty dollars (\$3,720.00).

Total 2<sup>nd</sup> quarter security expenditures were one hundred sixty five thousand nine hundred forty three dollars and thirty cents (\$165,943.30).

**Maintenance:**

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

The BID received four thousand four hundred twenty dollars and ninety two cents (\$4,420.92) in damages from an insurance claim when a car drove into a median on Highland Avenue

**The Hollywood Media District BID**  
**Second Quarter Report**  
**April – June 2013**  
**Page 2**

Total 2<sup>nd</sup> quarter maintenance expenditures, including the Hollywood Beautification Team services, tree pruning, uniforms and administrative expenses, and median repairs were fifty five thousand four hundred fifty three dollars and fifty three cents (\$55,453.53).

**Community Improvements:**

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. The BID contracted with Troller Mayer & Associates to prepare the construction drawings to submit for B permit approval.

The BID distributed its quarterly newsletter at an expense of three hundred seventy five dollars and eighty four cents (\$375.84) including copying and postage.

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled six thousand three hundred dollars (\$6,300.00), as well as the administrative assistant, which totaled seven hundred ninety one dollars and fifty six cents (\$791.56).

Total 2<sup>nd</sup> Quarter Improvements and Marketing expenditures were seven thousand four hundred sixty seven dollars and forty cents (\$7,467.40).

**Management:**

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax/DSL, payroll services, gas reimbursement, postage, annual Board Election, holiday bonus and taxes.

Total management expenditures for this quarter were twenty two thousand five hundred one dollars and fifty cents (\$22,501.50).

In this Quarter, the BID received three hundred eighty eight thousand five hundred thirty two dollars and forty cents (\$388,532.40) in assessments, fifty one dollars and sixty four

**The Hollywood Media District BID**  
**Second Quarter Report**  
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**Page 3**

cents (\$51.64) in accrued interest and eighty eight dollars and seventy three cents (\$88.73) in total money market interest.

**Special Projects/Contingency:**

There were no Special Projects/Contingency expenditures in this quarter.

1:42 PM  
08/02/13  
Cash Basis

# Hollywood Media District Property Owners' Association

## Profit & Loss

### January through December 2012

	Jan - Dec 12
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Property Tax Assessments	
Accrued Interest	2,855.24
Property Tax Assessments - Other	985,626.13
<b>Total Property Tax Assessments</b>	<b>988,481.37</b>
Interest Income	306.21
<b>Total Income</b>	<b>988,787.58</b>
<b>Expense</b>	
<b>Security</b>	
Internet	194.25
holiday bonus	1,578.56
Business Cards	95.70
Cell Phone/Telephone	2,176.40
office	
water cooler	495.00
<b>Total office</b>	<b>495.00</b>
<b>Patrol Car</b>	
registration	160.00
Insurance	2,744.80
gas/maintenance	2,634.40
<b>Total Patrol Car</b>	<b>5,539.20</b>
Security Camera	15,147.00
Admin	23,716.67
Admin Assistant	5,040.10
Uniforms	904.80
Security Services	578,131.38
Security Lights	2,192.50
Utilities - Security Office	4,367.07
<b>Total Security</b>	<b>639,578.63</b>
<b>Cleaning and Maintenance</b>	
Repairs	6,439.00
Planters/Planter Box	37.50
Median Utilities	438.50
Admin	13,860.00
Admin Assistant	5,040.10
Landscape & Maintenance	
trees	4,906.50
<b>Total Landscape &amp; Maintenance</b>	<b>4,906.50</b>
<b>Cleaning and Maintenance - Other</b>	<b>204,105.54</b>
<b>Total Cleaning and Maintenance</b>	<b>234,827.14</b>
<b>Improvements and Marketing</b>	
holiday decor	-2,560.00
Newsletter	
Postage	672.00
Newsletter - Other	543.17
<b>Total Newsletter</b>	<b>1,215.17</b>
Admin	25,200.00
Admin Assistant	2,940.08
Community Improvement	
grants	15,000.00
<b>Total Community Improvement</b>	<b>15,000.00</b>
Gateway/Highland	
Gateway Project, repair	2,075.79
<b>Total Gateway/Highland</b>	<b>2,075.79</b>
<b>Total Improvements and Marketing</b>	<b>43,871.04</b>

1:42 PM  
08/02/13  
Cash Basis

**Hollywood Media District Property Owners' Association**  
**Profit & Loss**  
**January through December 2012**

	Jan - Dec 12
<b>Management</b>	
Dues and Membership, Chamber	345.00
Annual Board Election	252.45
Internet Service	1,420.00
Tax & License	170.00
Payroll Service	2,009.82
Management Consulting	32,341.68
Assistant	
Bonus	6,687.60
Assistant - Other	22,292.00
<b>Total Assistant</b>	<b>28,979.60</b>
Insurance - Health	5,498.78
Taxes - Payroll	3,765.43
Accounting/Legal	3,405.00
Insurance	
Workers' Comp.	596.50
Insurance - Other	5,902.00
<b>Total Insurance</b>	<b>6,498.50</b>
Rent	95.40
Telephone	1,351.30
Postage/Messenger	99.30
Office Supplies	355.61
Meeting Supplies	1,801.26
Bank Service Charges	
Checks	238.85
Bank Service Charges - Other	5.00
<b>Total Bank Service Charges</b>	<b>243.85</b>
<b>Total Management</b>	<b>88,632.98</b>
<b>Special Projects</b>	
Contingency, food	85.17
Contingency, Willie's baby	236.03
Contingency	1,100.00
Annual Meeting	4,311.36
City/County Collection Fee	21,169.55
<b>Total Special Projects</b>	<b>26,902.11</b>
<b>Total Expense</b>	<b>1,033,811.90</b>
<b>Net Ordinary Income</b>	<b>-45,024.32</b>
<b>Net Income</b>	<b>-45,024.32</b>

1:44 PM  
08/02/13  
Cash Basis

**Hollywood Media District Property Owners' Association**  
**Balance Sheet**  
**As of June 30, 2013**

	<u>Jun 30, 13</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Private Bank Checking	14,875.41
Private Bank MM BID II	<u>420,907.76</u>
Total Checking/Savings	<u>435,783.17</u>
Total Current Assets	<u>435,783.17</u>
<b>TOTAL ASSETS</b>	<u><u>435,783.17</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Taxes Withheld	<u>5,993.92</u>
Total Other Current Liabilities	<u>5,993.92</u>
Total Current Liabilities	<u>5,993.92</u>
<b>Total Liabilities</b>	<u>5,993.92</u>
Equity	
Accumulated Fund Balance	44,630.29
Net Income	<u>385,158.96</u>
Total Equity	<u>429,789.25</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>435,783.17</u></u>





# **The Hollywood Media District Business Improvement District**

## **Quarterly Report July – September 2013**

**Presented By:**

**The Hollywood Media District Business Improvement District**

**Prepared By:**

**Susan Levi & Associates, Inc.  
13029 A Victory Blvd., #319  
North Hollywood, CA 91606  
818 780-9100 phone  
818 780-9104 fax**

**The Hollywood Media District BID  
Third Quarter Report  
July – September 2013  
Page 1**

**Public Safety:**

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the operation and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone, internet, signage, business cards, holiday bonuses and LADWP Outdoor Security Lighting Program. These expenses totaled eight hundred twenty seven dollars and forty two cents (\$827.42).

The costs associated with the patrol vehicle included: gas, maintenance, registration and insurance. A refund was received from the insurance carrier when the policy was switched. Total expenditures for this quarter were nine hundred sixty three dollars and ninety one cents (\$963.91).

In this quarter, the BID incurred a total of one hundred forty one thousand five hundred thirty six dollars and thirteen cents (\$141,536.13) for security services and six thousand nine hundred thirty seven dollars and sixty eight cents (\$6,937.68) in administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD's Hollywood Division in the amount of three thousand seven hundred and twenty dollars (\$3,720.00).

Total 3<sup>rd</sup> quarter security expenditures were one hundred fifty three thousand nine hundred eighty five dollars and fourteen cents (\$153,985.14).

**Maintenance:**

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

The BID paid four thousand four hundred twenty dollars and ninety two cents (\$4,420.92) to repair a median on Highland Avenue that was damaged due to a car accident. The BID was reimbursed by the driver's insurance company in the last quarter.

**The Hollywood Media District BID**  
**Third Quarter Report**  
**July - September 2013**  
**Page 2**

Total 3<sup>rd</sup> quarter maintenance expenditures, including the Hollywood Beautification Team services, tree pruning, uniforms and administrative expenses, and median repairs were forty four thousand four hundred ninety nine dollars and seventy eight cents (\$44,499.78).

**Community Improvements:**

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. The BID contracted with Troller Mayer & Associates to prepare the construction drawings to submit for B permit approval.

The BID distributed its quarterly newsletter at an expense of three hundred fifty four dollars (\$354.00) including copying and postage.

The BID awarded four grants to local non-profits serving our youth in the amount of three thousand dollars (\$3,000.00).

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled six thousand three hundred dollars (\$6,300.00), as well as the administrative assistant, which totaled six hundred seventy eight dollars and forty eight cents (\$678.48).

Total 3<sup>rd</sup> Quarter Improvements and Marketing expenditures were ten thousand three hundred thirty two dollars and forty eight cents (\$10,332.48).

**Management:**

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax/DSL, payroll services, gas reimbursement, postage, annual Board Election, holiday bonus and taxes.

Total management expenditures for this quarter were nineteen thousand five hundred ninety two dollars and ninety six cents (\$19,592.96).

**The Hollywood Media District BID**  
**Third Quarter Report**  
**July - September 2013**  
**Page 3**

In this Quarter, the BID received one hundred twenty eight thousand eight hundred forty five dollars and forty seven cents (\$128,845.47) in assessments, eight hundred nineteen dollars and twenty five cents (\$819.25) in accrued interest and three hundred forty one dollars and seventy three cents (\$341.73) in total money market interest.

**Special Projects/Contingency:**

The BID contracted with Edward Henning & Associates to provide consulting services for BID Renewal. Total expenses incurred in this quarter were four thousand six hundred and twenty five dollars (\$4625.00).

The BID sent flowers for the passing of one of our prominent stakeholders in the amount of one hundred seventy six dollars and fifty eight cents (\$176.58).

Each year the BID hosts its Annual Meeting and Party in September. Total expenses incurred in this quarter were three thousand six hundred ninety seven dollars and seventy cents (\$3697.70).

12:25 PM  
10/30/13  
Cash Basis

# Hollywood Media District Property Owners' Association

## Profit & Loss

July through September 2013

	Jul - Sep 13
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Property Tax Assessments	
Accrued Interest	819.25
Property Tax Assessments - Other	128,845.47
<b>Total Property Tax Assessments</b>	129,664.72
Interest Income	341.73
<b>Total Income</b>	130,006.45
<b>Expense</b>	
Security	
Internet	
Patrol Car	169.67
gas/maintenance	963.91
<b>Total Patrol Car</b>	963.91
Radios	0.00
Security Camera	3,720.00
Admin	5,774.58
Admin Assistant	1,163.10
Security Services	141,536.13
Security Lights	657.75
<b>Total Security</b>	153,985.14
Cleaning and Maintenance	
Repairs	
median accident	4,420.92
<b>Total Repairs</b>	4,420.92
Admin	3,465.00
Admin Assistant	1,163.10
Cleaning and Maintenance - Other	35,450.76
<b>Total Cleaning and Maintenance</b>	44,499.78
Improvements and Marketing	
Newsletter	
Postage	184.00
Newsletter - Other	170.00
<b>Total Newsletter</b>	354.00
Admin	6,300.00
Admin Assistant	678.48
Community Improvement grants	3,000.00
<b>Total Community Improvement</b>	3,000.00
<b>Total Improvements and Marketing</b>	10,332.48
Management	
Internet Service	200.00
Payroll Service	565.74
Management Consulting Assistant	6,585.42
Insurance - Health	6,687.60
Taxes - Payroll	1,586.85
Accounting/Legal	741.45
Insurance	1,886.50
Workers' Comp.	116.75
<b>Total Insurance</b>	116.75
Telephone	274.35
Postage/Messenger	46.00
Office Supplies	175.08
Meeting Supplies	727.22
<b>Total Management</b>	19,592.96

12:25 PM  
10/30/13  
Cash Basis

**Hollywood Media District Property Owners' Association**  
**Profit & Loss**  
July through September 2013

	Jul - Sep 13
Special Projects	4,625.00
BID Renewal	176.58
Contingency, flowers	3,697.70
Annual Meeting	
Total Special Projects	8,499.28
Total Expense	236,909.64
Net Ordinary Income	-106,903.19
Net Income	-106,903.19

12:26 PM  
10/30/13  
Cash Basis

**Hollywood Media District Property Owners' Association**  
**Balance Sheet**  
**As of September 30, 2013**

	<u>Sep 30, 13</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Private Bank Checking	14,874.77
Private Bank MM BID II	<u>314,005.21</u>
<b>Total Checking/Savings</b>	<u>328,879.98</u>
<b>Total Current Assets</b>	<u>328,879.98</u>
<b>TOTAL ASSETS</b>	<u><u>328,879.98</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
Payroll Taxes Withheld	<u>5,993.92</u>
<b>Total Other Current Liabilities</b>	<u>5,993.92</u>
<b>Total Current Liabilities</b>	<u>5,993.92</u>
<b>Total Liabilities</b>	<u>5,993.92</u>
<b>Equity</b>	
Accumulated Fund Balance	44,830.29
Net Income	<u>278,255.77</u>
<b>Total Equity</b>	<u>322,886.06</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>328,879.98</u></u>





# **The Hollywood Media District Business Improvement District**

## **Quarterly Report October - December 2013**

**Presented By:**

**The Hollywood Media District Business Improvement District**

**Prepared By:**

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Fourth Quarter Report  
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**Public Safety:**

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the operation and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone, internet, signage, business cards, holiday bonuses and LADWP Outdoor Security Lighting Program. These expenses totaled three thousand three hundred sixty eight dollars and twenty five cents (\$3,368.25).

The costs associated with the patrol vehicle included: gas, maintenance, registration and insurance. A refund was received from the insurance carrier when the policy was switched. Total expenditures for this quarter were seven hundred ten dollars and twenty seven cents (\$710.27).

In this quarter, the BID incurred a total of one hundred twenty one thousand one hundred seventy three dollars and fifty two cents (\$121,173.52) for security services and seven thousand one hundred thirty one dollars and fifty three cents (\$7,131.53) in administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD's Hollywood Division in the amount of three thousand seven hundred and twenty dollars (\$3,720.00).

Total 4<sup>th</sup> quarter security expenditures were one hundred thirty six thousand one hundred three dollars and seven cents (\$136,103.07).

**Maintenance:**

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

Total 4<sup>th</sup> quarter maintenance expenditures, including the Hollywood Beautification Team services, tree pruning, uniforms, administrative expenses, and median repairs were seventy one thousand seven hundred seventy dollars and ninety three cents (\$71,770.93).

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**Community Improvements:**

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. The BID contracted with Troller Mayer & Associates to prepare the construction drawings to submit for B permit approval.

The BID distributed its quarterly newsletter at an expense of three hundred seven dollars and sixty one cents (\$307.61) including copying and postage.

The BID donated five hundred dollars (\$500.00) to Hollywood 4WARD, a local non-profit committed to ending homelessness in Hollywood.

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled six thousand three hundred dollars (\$6,300.00), as well as the administrative assistant, which totaled seven hundred ninety one dollars and fifty six cents (\$791.56).

Total 4<sup>th</sup> Quarter Improvements and Marketing expenditures were four thousand seven hundred ninety nine dollars and seventeen cents (\$4,799.17).

**Management:**

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax/DSL, payroll services, gas reimbursement, postage, annual Board Election, holiday bonus and taxes.

Total management expenditures for this quarter were nineteen thousand nine hundred five dollars and ninety five cents (\$19,905.95).

In this Quarter, the BID received six thousand two hundred fifty one dollars and forty two cents (\$6,251.42) in assessments and one hundred sixty six dollars and sixty six cents (\$166.66) in total money market interest.

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**Special Projects/Contingency:**

The BID contracted with Edward Henning & Associates to provide consulting services for BID Renewal. Total expenses incurred in this quarter were six thousand three hundred and seventy five dollars (\$6,375.00).

One of the founders of the original BID and Board Member since its inception, resigned from the Board. A dedication plaque was presented to him at a cost of three hundred eighty four dollars and seventy five cents (\$384.75).

Each year the BID hosts its Annual Meeting and Party in September. Total expenses incurred in this quarter were three hundred thirty one dollars and three cents (\$331.03).

The BID contributed one thousand eight hundred dollars (\$1,800.00) to an effort launched by the LA BID Consortium to clarify BID legislation.

The BID organized its annual holiday meeting/mixer in the amount of seven hundred and eleven dollars (\$711.00).

Total Special Projects/Contingency expenditures were nine thousand six hundred one dollar and seventy eight cents (\$9,601.78).

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Cash Basis

# Hollywood Media District Property Owners' Association

## Profit & Loss

January through December 2012

	Jan - Dec 12
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Property Tax Assessments	
Accrued Interest	2,855.24
Property Tax Assessments - Other	985,626.13
<b>Total Property Tax Assessments</b>	988,481.37
Interest Income	306.21
<b>Total Income</b>	988,787.58
<b>Expense</b>	
<b>Security</b>	
Internet	194.25
holiday bonus	1,578.56
Business Cards	95.70
Cell Phone/Telephone	2,176.40
office	
water cooler	495.00
<b>Total office</b>	495.00
<b>Patrol Car</b>	
registration	160.00
Insurance	2,744.80
gas/maintenance	2,634.40
<b>Total Patrol Car</b>	5,539.20
Security Camera	15,147.00
Admin	23,716.67
Admin Assistant	5,040.10
Uniforms	904.80
Security Services	578,131.38
Security Lights	2,192.50
Utilities - Security Office	4,367.07
<b>Total Security</b>	639,578.63
<b>Cleaning and Maintenance</b>	
Repairs	6,439.00
Planters/Planter Box	37.50
Median Utilities	438.50
Admin	13,860.00
Admin Assistant	5,040.10
Landscape & Maintenance	
trees	4,906.50
<b>Total Landscape &amp; Maintenance</b>	4,906.50
<b>Cleaning and Maintenance - Other</b>	204,105.54
<b>Total Cleaning and Maintenance</b>	234,827.14
<b>Improvements and Marketing</b>	
holiday decor	-2,560.00
Newsletter	
Postage	672.00
Newsletter - Other	543.17
<b>Total Newsletter</b>	1,215.17
Admin	25,200.00
Admin Assistant	2,940.08
Community Improvement	
grants	15,000.00
<b>Total Community Improvement</b>	15,000.00
<b>Gateway/Highland</b>	
Gateway Project, repair	2,075.79
<b>Total Gateway/Highland</b>	2,075.79
<b>Total Improvements and Marketing</b>	43,871.04

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# Hollywood Media District Property Owners' Association

## Profit & Loss

### January through December 2012

	Jan - Dec 12
<b>Management</b>	
Dues and Membership, Chamber	345.00
Annual Board Election	252.45
Internet Service	1,420.00
Tax & License	170.00
Payroll Service	2,009.82
Management Consulting	32,341.68
Assistant	
Bonus	6,687.60
Assistant - Other	22,292.00
<b>Total Assistant</b>	<b>28,979.60</b>
Insurance - Health	5,498.78
Taxes - Payroll	3,765.43
Accounting/Legal	3,405.00
Insurance	
Workers' Comp.	596.50
Insurance - Other	5,902.00
<b>Total Insurance</b>	<b>6,498.50</b>
Rent	95.40
Telephone	1,351.30
Postage/Messenger	99.30
Office Supplies	355.61
Meeting Supplies	1,801.26
Bank Service Charges	
Checks	238.85
Bank Service Charges - Other	5.00
<b>Total Bank Service Charges</b>	<b>243.85</b>
<b>Total Management</b>	<b>88,632.98</b>
<b>Special Projects</b>	
Contingency, food	85.17
Contingency, Willie's baby	236.03
Contingency	1,100.00
Annual Meeting	4,311.36
City/County Collection Fee	21,169.55
<b>Total Special Projects</b>	<b>26,902.11</b>
<b>Total Expense</b>	<b>1,033,811.90</b>
<b>Net Ordinary Income</b>	<b>-45,024.32</b>
<b>Net Income</b>	<b>-45,024.32</b>

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**Hollywood Media District Property Owners' Association**  
**Balance Sheet**  
**As of June 30, 2013**

	<u>Jun 30, 13</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Private Bank Checking	14,875.41
Private Bank MM BID II	<u>420,907.76</u>
<b>Total Checking/Savings</b>	<u>435,783.17</u>
<b>Total Current Assets</b>	<u>435,783.17</u>
<b>TOTAL ASSETS</b>	<u><u>435,783.17</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
Payroll Taxes Withheld	<u>5,993.92</u>
<b>Total Other Current Liabilities</b>	<u>5,993.92</u>
<b>Total Current Liabilities</b>	<u>5,993.92</u>
<b>Total Liabilities</b>	<u>5,993.92</u>
<b>Equity</b>	
Accumulated Fund Balance	44,630.29
Net Income	<u>385,158.96</u>
<b>Total Equity</b>	<u>429,789.25</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>435,783.17</u></u>

